

WORKING TOGETHER

Town Hall Meeting:

February 9, 2022 5:00 PM PT | 7:00 PM CT | 8:00 PM ET

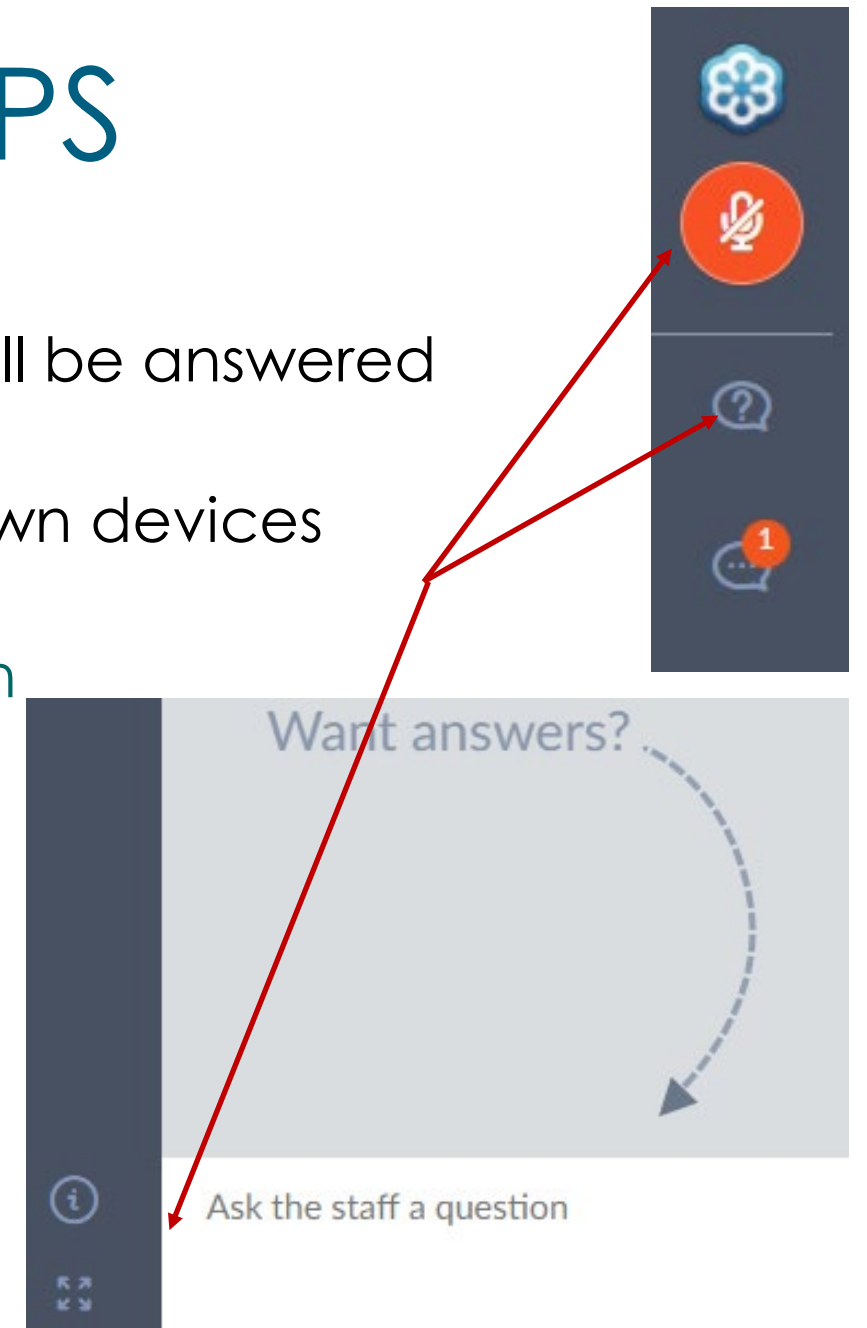
WORKING TOGETHER



**MEDICARE UPDATE:
ASA/NCCAOM WORKING
FOR YOU:
ADVANCING H.R. 4803**

QUICK PARTICIPATION TIPS

- All Attendees are muted
- Ask questions using your dashboard. Questions will be answered during or after the meeting
- Attendees must watch the Town Hall from their own devices
- Certificate of completion will be distributed within two weeks from today.
- PDA Points will be reported to Diplomate's Recertification Transcript
- Certificates of completion will be uploaded to Diplomate's Portal in the Diplomate Benefits => My Learning Section



QUICK PARTICIPATION TIPS

- Attention family and friends: You can watch the presentation together, but each attendee must be logged into the session separately to receive PDA points
- **Attendees with improper registration information in red will not be receiving PDA Points**

	Diplomate Name	NCCAOM ID #
Correct	John Doe	12569
Incorrect	Dr. John Doe	NCC12569
Incorrect	John Doe, L.Ac.	12569FL
Incorrect	John Doe	Doe12569
Incorrect	John Doe, MSOM	12569



Speakers

Mina Larson, M.S., MBA, CAE

Chief Executive Officer, NCCAOM

Olivia Hsu Friedman, DACM, LAc, Dipl. O.M. (NCCAOM)
Chair, ASA

Molly Giammarco, MPP

Senior Manager, Policy & Government Relations (NCCAOM)

Jennifer Broadwell, LAc, Dipl. O.M. (NCCAOM)

Advocacy Committee Chair, ASA

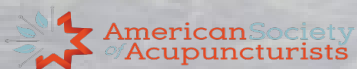


Agenda

- Welcome
- H.R. 4803 Strategy
- How you can get involved
 - Patient Testimonials
 - Phone 2 Action app
- Q&A

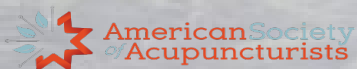


Molly Giammarco, MPP
Senior Manager,
Policy & Government Relations (NCCAOM)[®]





ACUPUNCTURE FOR OUR SENIORS ACT



PROBLEM

- **Problem:** Medicare covers acupuncture for cLBP, but does not allow acupuncturists to provide the service (without supervision).
- **Solution:** An act of Congress (H.R. 4803) to authorize Medicare to recognize acupuncturists as providers.

H.R. 4803 SUMMARY

- The **Acupuncture for our Seniors Act**
- Introduced by **Rep. Judy Chu** (D-CA).
- Would establish acupuncturists as **Medicare providers**.
- **Qualified Acupuncturists:** licensed; in states without licensure, the Secretary of HHS would set criteria.
- Would not affect other practitioners that currently provide the service.

WHY H.R. 4803 IS UNIQUE

- **Narrow focus:** just Medicare recognition.
- Introduced after 2020 CMS cLBP decision.
- **Highlights policy misalignment.**
- Aligns with **complementary & integrative** health models.
- Helps **address opioid crisis.**

WHO BENEFITS FROM H.R. 4803?

- **Senior citizens** (60 Million)
- Individuals with **chronic pain**
- **Opioid victims**
- **Clinicians** (bill would **ease referral steps**)
- General population
- **Acupuncturists**

HOW DO BILLS LIKE H.R. 4803 SUCCEED?

- Ride with larger, must-pass legislation
- **Budget friendly**
- Support from **champions** and **co-sponsors**
- Balanced **bipartisan support**
- Strategic **support from stakeholders**

ASA-NCCAOM STRATEGY

- **Current Focus:** Republican co-sponsors
- Bipartisan bills have **higher chance of advancing** through Committee
- Bipartisan, budget-friendly bills are **more attractive** to legislative vehicles

ADVOCACY GOALS

- Secure **bipartisan** Congressional **support**.
- Obtain Congressional **co-sponsors**.
- Obtain **stakeholder allies/endorsements**.
- **Increase awareness** of acupuncture benefits.
- **Make the case** for expanding access.
- **Establish and maintain** a united, informed, professional voice.

ANSWER THE CALL!

- ASA/NCCAOM are scheduling **constituent meetings** with Republican districts
- **You have a story** to tell
- Your voice, your perspective, your vote – **you make a difference!**
- Representatives want to **hear from you!**

Grassroots at Work!

- Almost 1,000 advocates signed up to advocate
- Every state represented
- Outreach happening everyday from you
- Over 560 Hill contacts made
- Acupuncturists, students, allies coming together with ASA and NCCAOM

GRASSROOTS AT YOUR FINGERTIPS

Text 52886:

- “Acupuncture”
 - “Student”
- “Acupuncture Patient”
- “Acupuncture Senior”
- “Acupuncture Ally”
 - “Updates”

GET IN TOUCH!

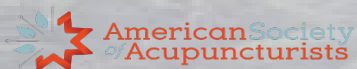
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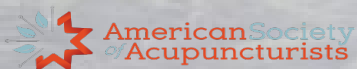
FABORM, Vice Chair Public Policy, ASA





Patient Testimonials

Gathering Support for HR 4803



Patient Testimonials:

Supporting HR 4803

- **Illustrate** your message
- **Personal** stories add emotional impact to **factual accounts**
- Put a **face to an issue**
- **Relatable**

ASA-NCCAOM REGIONAL ADVOCACY CHAMPIONS

- **Health Insurance Portability and Accountability Act (HIPAA)**-There are four key aspects of HIPAA that directly concern patients.
 - Privacy of health data, security of health data, notifications of healthcare data breaches, and patient rights over their own healthcare data.
- **Federal Trade Commission (FTC)**- endorsements need to reflect the honest opinions, findings, beliefs, or experiences of the endorser.
- **Consent and Release**-
 - Must have a signed copy to submit a Patient Testimonial

Who is a Good Candidate

- **Patients** that have **benefited** from **acupuncture** treatments
- **Willing** to write about their experience and **share their story**
- **Unique considerations**
 - Enrolled in Medicare
 - Cost prohibitive

What to Include in a Patient Testimonial

- Full name
- Mailing address to include zip code
- Reason for seeking treatment (CC)
- Detailed account of outcomes

Gathering Effective Patient Testimonials: Measurable Improvements

- **Pain Scale-** Patient will rate pain levels before and after beginning acupuncture treatment
- **Changes to Pain Medications-**
 - Name, Rx or OTC
 - Necessary dosage to control pain before and after
- **Activities of Daily Living (ADL's)-**
 - Standing, Sitting, Bending, Walking, Sleeping, Driving, Work
- **Quality of Life-**
 - Social Activities, Recreational Activities or Sports

Patient Testimonial Kit:

Print or Electronic Versions Available

- **Gathering Patient Testimonials-** A quick guide for L.A.C's.
- **Sample Letter to Patients-** A letter to let patients know why you are asking for their testimonial
- **Testimonial Form-**
 - Print Copy includes a template or a they can write in their own story.
 - Electronic Form sent via a link
- **Consent and Release-**
 - Must be accompanied by a signed Consent and Release

Finding and Submitting the Kit

- The Patient Testimonial Kit will be available at: ASAcu.org
- Return to patients4acupuncture@gmail.com

Additional Ways to Get Involved:

We Are Stronger Together

- **Discuss HR 4803** with:
 - your patients and ask for testimonials.
 - your colleagues
- **Register** on Phone 2 Action
- **Volunteer** to work on a committee
 - Your State Association
 - ASA Advocacy Committee
 - ascu.org and complete the Committee Application under Committees tab



Questions & Answers